

**AGENDA  
CITY OF PATTERSON**

**ECONOMIC STRATEGIC COMMISSION  
REGULAR MEETING**



**Thursday, September 20, 2018  
11:30 a.m.**

**City of Patterson - City Hall  
1 Plaza  
City Council Chambers  
Patterson, California**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (209) 895-8014. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

The ESC agenda and supporting public documents (if any) are available for viewing in City Hall, Administration Department, 1 Plaza, 2<sup>nd</sup> Floor, Patterson, California. The ESC agenda and supporting public documents (if any) are also available online on our City web site [www.ci.patterson.ca.us](http://www.ci.patterson.ca.us) listed under Popular Links "Agenda Center" and listed under the "Upcoming Events Calendar" under the date of the meeting or please call or email the City Clerk at (209) 895-8014 or [cityclerk@ci.patterson.ca.us](mailto:cityclerk@ci.patterson.ca.us)

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1. Call to Order
  2. Statements of Conflict
  3. Items from the Public

The public wishing to address the Commission on items that do not appear on the agenda may do so; however, the Commission will take no action other than referring the item to staff for study and analysis and may place the item on a future agenda.

Any member of the audience desiring to address the Commission regarding a matter on the agenda, please state so at the time the item is announced by the Chairperson. In order that all interested parties have an opportunity to speak, any person addressing the Commission may be limited to a maximum of five (5) minutes.

4. Motion to Approve ESC Meeting Minutes of July 19, 2018.
5. Multi-Phased Way Finding Program.
6. Update on City and Private Projects.
7. Other Matters.
8. Adjournment.

**(ESC and Ad Hoc Members Please Remember to Bring \$10 for Lunch)**

City of Patterson  
Economic Strategic Commission  
Regular Meeting Minutes  
July 19, 2018

1. Call to Order

The regular meeting of the Patterson Economic Strategic Commission of July 19, 2018 was called to order in the City Hall, City Council Chambers, 1 Plaza, Patterson at 11:48 a.m.

ESC Members Present: Ken Buehner, George Galloway Mac Master, Fred Fowler (Conference Call), Elwood Schut (4)

ESC Member Excused: Rick Schiltz (1)

City Staff Present: City Manager Irwin, Community Director James, City Planner Andrews, Administrative Assistant Aracely Alegre (4)

City Staff Excused: Public Works Director Willett, City Engineer Ulloa (2)

2. Statements of Conflict: None

3. Items from the Public

- Mr. Swift discussed reaching out to people traveling on the freeway to promote the museum as well as businesses in town. Putting up a sign at the stoplight right by the freeway to advertise businesses in town. Mr. Swift has reached out to businesses and organizations in town that are in favor of the sign. The sign is estimated to bring 5% increase in business sales. Mr. Swift would like the City to move forward with the project.
- Mr. Buehner addressed Mr. Swift's concerns in approval of the sign. Requested for the City Manager Irwin to proceed with project.
- City Manager Irwin discussed previous research and cost done on obtaining a sign. City Manager Irwin addressed the need to gather information as far as location, size, and if it will be rented to local businesses. Staff will put information together (spec sheet) and will reach out to the community to see what the community wants.
- Mr. Buehner mentioned the possibility of getting donations from local businesses.
- Community Development Director James discussed the possibility of talking to other communities that have already done something similar.

4. Motion to Approve ESC Meeting Minutes of May 17, 2018.

Minutes were unanimously approved by a 4-0 roll call vote.

5. Report on the Tagline Competition

- Review results of the tagline entries.
- Appoint two (2) members from the ESC to be on the Selection Committee.
- Community Director James discussed tagline entries.
- Group has agreed to open the tagline competition for more entries.

City Manager Irwin suggested creating a flyer to attract more entries.

Mr. Buehner suggested updating the City's website since a lot of information is outdated. Also suggested including all City departments and department phone numbers on the Citizen's Newsletter.

6. Update on City and Private Projects.

City Manager Irwin updated the Commission on the following projects:

- \$1.2 Million Grant to realign 9<sup>th</sup> Street to Heartland Ranch and for lighted crosswalk, signs, curbs and sidewalk.
- Grant to redo bridge at Rogers Road and Delta Mendota.
- Del Puerto & Sperry lighting project is complete.
- Hammon Senior Center Parking lot is underway.
- Seeking grant for Poppy Avenue water line repair.
- Update on the Self-Help Enterprises construction.
- Villages of Patterson close to starting construction.
- Annexation of property between Keystone and Walker Ranch is underway.
- Mobil/Baja Fresh has opened.
- Hampton Inn Hotel will be breaking ground on July 30, 2018.
- Burger King permit has been issued.
- Lucky's Truck Wash is in the process of obtaining a permit.
- Retail Center at Sperry and Baldwin coming soon.
- Cannabis businesses opening soon.

7. Other Matters – None

8. Adjournment.

There being no further business, the regular meeting of the Economic Strategic Commission of July 19, 2018 was adjourned at 1:04 p.m.

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Aracely Alegre, Administrative Assistant to the City Clerk

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Maricela Vela, City Clerk